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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Stallworth

Group Art Unit: 2617

Application No. 09/884,131

Examiner: LAYE, Jade O.

Filed: June 20, 2001

Docket: BS00052

TITLE: "System and Method for Delivering Media Content"

37 C.F.R. § 1.8 CERTIFICATE OF MAILING

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APPELLANT'S BRIEF IN SUPPORT OF APPEAL

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The Assignee/Appellant hereby submits one (1) copy of a Brief in Support of Appeal for the above-identified application. This Brief is accompanied by a credit card authorization form to charge the 37 C.F.R. § 41.20 (b) (2) large entity fee of \$500.00.

A Notice of Appeal was filed June 7, 2006.

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U.S. Application No. 09/884,131 Examiner LAYE, Art Unit 2617
Appellant's Brief in Support of Appeal

If any questions arise, the Office is requested to contact the undersigned at (919) 387-6907 or scott@wzpatents.com.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Scott P. Zimmerman". The signature is stylized with large, sweeping loops and a prominent "S" at the beginning.

Scott P. Zimmerman, Reg. No. 41,390

Claims 30-43 were withdrawn due to restriction.

The Appellant appeals the final rejections of claims 1-29 and 44-48, and a listing of these claims is included in an Appendix to this appeal brief.

STATUS OF AMENDMENTS

No amendments have been submitted subsequent to the final rejection.

SUMMARY OF CLAIMED SUBJECT MATTER

The claimed subject matter generally relates to the production and distribution of media content. The claimed subject matter, more particularly, relates to methods and systems for delivering media content that is related to a specific geographic terrain. Some media content providers attract subscribers by offering special interest, or "niche," channels that cater to the varied interests of their customers. Some well-known channels, for example, include the Music Television (MTV) channel, the Home and Garden Television (HGTV) channel, and the History Channel. The success of these special interest content providers has proven that particular segments of an audience will seek out programming devoted to specific subject matter. This targeted programming strategy has even spread to radio, where tailored programming channels cater to radio listeners. For instance, satellite radio offers a Latin music channel, a classic rock channel, a sports channel, and a talk-radio channel.

Exemplary embodiments, however, deliver content related to a particular geographic terrain. Unlike the conventional niche cable and radio outlets, which aggregate programming based on subject matter, exemplary embodiments deliver content related to coastal terrains, desert terrains, mountain terrains, or any other area having a distinguishable physical feature. By providing programming relating to a specific geographic terrain, rather than a particular subject matter, exemplary embodiments create an interesting and attractive entertainment resource. This terrain-related content appeals to audience members having interest in the specific geographic

terrain, but not necessarily the same subject matter within that geographic terrain. Indeed, the programming can include diverse subject matter relating to the specific geographic terrain, therefore providing a broader-based appeal than traditional subject matter television or cable networks. Advertisers having some connection to the geographic terrain would, in turn, value the programming's attractiveness to consumers interested in the geographic terrain. Suppose, for example, that exemplary embodiments describe diverse subject matter relating to coastal areas, such as commercial fishing reports, sport fishing news, and tourism information. *See, e.g.*, paragraphs [0012] through [0016] of the as-filed application.

A) Claim 1

In accordance with an exemplary embodiment, claim 1 recites a system for delivering media content, comprising:

- (a) a producer producing content related to a specific type of geographic terrain; and
- (b) a channel producer that receives the content, aggregates the content into a bundle of content, and transmits the bundle of content within and outside of the specific type of geographic terrain, the bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain.

Textual support for claim 1 is also provided. A producer produces content related to a specific type of geographic terrain (*see, e.g.*, paragraphs [0012], [0013], and [0014]). A channel producer receives the content, aggregates the content into a bundle of content, and transmits the bundle of content within and outside of the specific type of geographic terrain (*see, e.g.*, paragraphs [0016], [0020], and [0021]). The bundle of content has a full schedule of programming, and the bundle of content has diverse subject matter with all the content related to the geographic terrain (*see, e.g.*, paragraphs [0016] and [0021]).

B) Claim 11

In accordance with another exemplary embodiment, claim 11 recites a method for delivering media content comprising the steps of:

receiving content related to a specific type of geographic terrain having a distinguishable physical feature;

aggregating the content into a bundle of content, the bundle of content having a full schedule of programming, the content having diverse subject matter with all the content related to the geographic terrain; and

transmitting the bundle of content to an audience within and outside of the specific type of geographic terrain.

Textual support for claim 11 is provided. Content is received that is related to a specific type of geographic terrain having a distinguishable physical feature (*see, e.g.*, paragraph [0013]). The content is aggregated into a bundle of content, with the bundle of content having a full schedule of programming and having diverse subject matter with all the content related to the geographic terrain (*see, e.g.*, paragraphs [0016], [0020], and [0021]). The bundle of content is transmitted to an audience within and outside of the specific type of geographic terrain (*see, e.g.*, paragraph [0016]).

C) Claim 19

In accordance with yet another exemplary embodiment, claim 19 recites a system for delivering media content comprising:

(a) a channel producer receiving content related to a specific type of geographic terrain; and

(b) the channel producer aggregating the content into a bundle of content and transmitting the bundle of content within and outside of the specific type of geographic

terrain, wherein the bundle of content presents a full schedule of programming having diverse subject matter, with all the content related to the geographic terrain.

Textual support for claim 19 is provided. A channel producer receives content related to a specific type of geographic terrain (*see, e.g.*, paragraph [0013]). The channel producer aggregates the content into a bundle of content and transmits the bundle of content within and outside of the specific type of geographic terrain (*see, e.g.*, paragraph [0016]). The bundle of content presents a full schedule of programming having diverse subject matter, with all the content related to the geographic terrain (*see, e.g.*, paragraphs [0016], [0020], and [0021]).

D) Claim 22

In accordance with yet another exemplary embodiment, claim 22 recites a system for delivering media content comprising:

- (a) a producer located in coastal terrain and creating content related to the coastal terrain;
- (b) a channel producer in communication with the producer and receiving the content, the channel producer aggregating the content into a bundle of content having a full schedule of programming, the bundle of content having diverse subject matter, yet all the content related to the geographic terrain; and
- (c) a media provider in communication with the channel producer and receiving the bundle of content, and the media provider transmitting the bundle of content within and outside of the coastal terrain.

Textual support for claim 19 is provided. A producer located in a coastal terrain creates content related to the coastal terrain (*see, e.g.*, paragraphs [0025] through [0027]). A channel producer in communication with the producer receives the content and aggregates the content into a bundle of content (*see, e.g.*, paragraph [0016]). The bundle of content presents a full schedule of programming having diverse subject matter, with all the content related to the coastal

terrain (*see, e.g.*, paragraphs [0016], [0020], and [0021]). A media provider in communication with the channel producer receives the bundle of content and transmits the bundle of content within and outside of the coastal terrain (*see, e.g.*, paragraph [0016]).

D) Claim 27

In accordance with still another exemplary embodiment, claim 27 recites a system for delivering media content over a global computer network comprising:

- (a) a computer network content provider receiving content related to a specific type of geographic terrain; and
- (b) the computer network content provider aggregating the content into a bundle of content and transmitting bundle of content within and outside of the specific type of geographic terrain, the bundle of content having a full schedule of programming with diverse subject matter, yet all the content related to the geographic terrain.

Textual support for claim 27 is provided. A computer network content provider receives content related to a specific type of geographic terrain (*see, e.g.*, paragraph [0046]). The computer network content provider aggregates the content into a bundle of content and transmits bundle of content within and outside of the specific type of geographic terrain (*see, e.g.*, paragraph [0046]). The bundle of content has a full schedule of programming with diverse subject matter, yet all the content relates to the geographic terrain (*see, e.g.*, paragraphs [0016], [0020], and [0021]).

D) Claim 44

In accordance with still another exemplary embodiment, claim 44 recites a method for delivering media content to viewers and for interacting with the viewers, wherein the method comprises the steps of:

creating content related to a specific type of geographic terrain having a distinguishable physical feature;

aggregating the content into a bundle of content, the bundle of content having a full schedule of programming with diverse subject matter, yet all the content related to the geographic terrain;

transmitting the bundle of content to the viewers within and outside of the specific type of geographic terrain; and

receiving communications from the viewers that initiate activities related to the specific type of geographic terrain.

Textual support for claim 44 is provided. Content is created that relates to a specific type of geographic terrain having a distinguishable physical feature (*see, e.g.*, paragraph [0013]). The content is aggregated into a bundle of content, with the bundle of content having a full schedule of programming with diverse subject matter, yet all the content related to the geographic terrain (*see, e.g.*, paragraphs [0016], [0020], and [0021]). The bundle of content is transmitted to the viewers within and outside of the specific type of geographic terrain (*see, e.g.*, paragraph [0016]). Communications are received from the viewers that initiate activities related to the specific type of geographic terrain (*see, e.g.*, paragraph [0048]).

GROUND OF REJECTION TO BE REVIEWED ON APPEAL

The Appellant appeals the final rejection of claims 1-25, 27-29, and 44-48 under 35 U.S.C. § 102 (b) as being anticipated by U.S. Patent 6,002,394 to Schein *et al.*

The Appellant also appeals the final rejection of claim 26 under 35 U.S.C. § 103 (a) as being unpatentable over *Schein*.

ARGUMENT

1. Because *Schein* Does Not Disclose All the Claimed Features, *Schein* Cannot Anticipate Claims 1-25, 27-29, and 44-48

Schein does not anticipate the pending claims. *Schein* is completely silent to at least “*the bundle of content having diverse subject matter with all the content related to the geographic terrain,*” as recited in independent claims 1, 11, 19, 22, 27, and 44. The patent to *Schein et al.* describes a database that can be searched for programming and other information related to a program. That is, *Schein* provides information related to a single program — *Schein* is completely silent to at least “*the bundle of content having diverse subject matter with all the content related to the geographic terrain.*”

Schein provides an explanation. “The present invention provides systems and methods for providing television schedule information on a visual interface, and for allowing the viewer to retrieve, search, select and interact with information located in a remote database.” U.S. Patent 6,002,394 to *Schein et al.* at column 2, lines 20-25. “In an exemplary embodiment of the present invention, a system and method is provided for directly linking television viewers with broadcasters and advertisers during the real-time broadcast or non-real-time internet broadcast of a commercial or program.” *Id.* at column 2, lines 45-49. “[T]he viewer may directly access these databases during the broadcast of a television program, or while the viewer is browsing through the television schedule and/or listing information guide.” *Id.* at column 3, lines 6-10. “**Preferably, the information is contextually related to television programs within the television schedule and/or listing information.**” *Id.* at column 4, lines 45-47 (emphasis added). “**Links from the program guide to stories related to a program can be created and the related stories can be accessed from the guide.**” U.S. Patent 6,002,394 to *Schein et al.* at column 7, lines 60-65 (emphasis added).

Schein continues explaining the database. “In this arrangement, a user, in conjunction with the data made available through an electronic program guide (or navigational system), can link, search, select, and/or initiate a subscription to more information relating to specific areas of interest or concerns associated with a program or a program's title.” *Id.* at column 14, lines 53-

61 (emphasis added). **“In the preferred embodiment, a user of an electronic program guide (e.g., as described above) can conduct a search for information about a particular program/television show or for information relating to the show, the actors, the actresses, the show's theme, other broadcast times or sources, and other related information through selection via a user interface.”** *Id.* at column 14, lines 61-67 (emphasis added). **“In the preferred embodiment, the choices are associated with the context of the selected program and can be changed via the electronic program guide supplier.”** *Id.* at column 15, lines 17-20 (emphasis added). As *Schein* explains:

For example, if the user chooses (1) Other Humphrey Bogart Movies option, the electronic program guide contacts and communicates with the selected database of available information. The database of available information is then used to collect the requested data of other Humphrey Bogart movies. The selected choice is transmitted and used by the electronic program guide as its contextual reference for the search. A list with the search results is then displayed on television 200.

U.S. Patent 6,002,394 to Schein *et al.* at column 15, lines 34-42.

Schein also describes a customization feature. This feature allows a user to define categories, such as a “favorites” listing of programs. The user can define a category, and the database is searched for other programs having the same category. This customization feature, however, still does not disclose *“the bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain.”* As the patent to Schein *et al.* explains, “[w]ithin the database, each program is associated with a variety of criteria or features, such as particular actors, actresses, directors, the type of movie (e.g., action, comedy) and the like.” *Id.* at column 16, lines 22-25. “The computer will include a processor and suitable software for automatically searching the database for other programs having the same criteria.” *Id.* at column 16, lines 28-31. “In this way, the program guide will automatically customize itself to the individual viewer to facilitate use of the television schedule.” *Id.* at column 16, lines 34-37. “Thus, the system will constantly search for any show that includes Jerry Seinfeld and record that show, episode, or only the portion of the

show that involves Jerry Seinfeld.” U.S. Patent 6,002,394 to Schein *et al.* at column 16, lines 57-59. “The user will then have a list of all the shows or some of the shows that feature Jerry Seinfeld, and can view these shows at his or her leisure.” *Id.* at column 16, lines 60-62.

Schein continues describing how Internet websites may be searched. Again, however, *Schein* still does not disclose “the bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain.” As the patent to Schein *et al.* explains, “the system may include a ‘virtual agent’ that searches existing websites and/or internet broadcast transmitter on the internet and points to websites and/or internet broadcast transmitters that may interest the viewer.” *Id.* at column 19, lines 57-61. “The television schedule system 500 shown in FIGS. 16-21, however, is particularly advantageous with the contextual linking system of the present invention as it enables the viewer to quickly and efficiently browse through the television schedule, and to interact with a wide range of services that are related to the programs in the television schedule.” *Id.* at column 31, lines 13-18. “For example, the program may access other contextual linked services such as a commercial store, etc., to allow the purchaser to buy a wide variety of different services or goods directly or indirectly linked to a particular program.” U.S. Patent 6,002,394 to Schein *et al.* at column 22, lines 20-23. *See also id.* at column 23, lines 37-50 and column 23, line 66 through column 24, line 7.

Schein, then, does not anticipate claims 1-25, 27-29, and 44-48. The patent to Schein *et al.* allows searching of categories and tags related to a program. No where does *Schein* disclose a “bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain,” as recited in independent claims 1, 11, 19, 22, 27, and 44. Because the patent to Schein *et al.* is completely silent to at least these features, *Schein* cannot anticipate claims 1-25, 27-29, and 44-48. The Appellant thus requests removal of the § 102 (b) rejection of claims 1-25, 27-29, and 44-48.

2. The Examiner’s Interpretation of *Schein* is Respectfully Mistaken, so *Schein* Cannot Anticipate Claims 1-25, 27-29, and 44-48

Examiner Laye is, very respectfully, mistaken. In an Advisory Action mailed April 27, 2006, Examiner Laye argues that *Schein* teaches a “*bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain.*” Examiner Laye points to column 19, lines 1-18 of *Schein*. Examiner Laye, however, is, very respectfully, mistaken. These passages discuss an Internet-based television guide that can be configured by region. No where does *Schein* describe a regional television guide having “*all the content related to the geographic terrain,*” as independent claims 1, 11, 19, 22, 27, and 44 recite. *Schein* provides an explanation:

Because the television guide website and/or internet broadcast transmitter may be accessed from virtually any location in the world, it will preferably include a mechanism for selecting a region from which the television guide is applicable. For example, the television guide may include television schedule and/or listing information from a variety of countries throughout the world, or the information guide may be limited to the United States. To obtain television schedule information for a particular region, the user can select an appropriate state, city, or other region, such as a region covered by a particular cable company. Alternatively, the television schedule guide may provide information for certain networks and stations (instead of particular channels or stations), such as CBS, FOX, HBO and the like, that are global to all regions of the country. With this configuration, the television guide may include a time zone selection so that the guide can automatically be configured for the particular time zone in which the user will watch television.

U.S. Patent 6,002,394 to *Schein et al.* at column 19, lines 1-18.

Schein, then, cannot anticipate claims 1-25, 27-29, and 44-48. Even if the above-quoted paragraph is interpreted to teach a “*bundle of content having a full schedule of programming, the bundle of content having diverse subject matter,*” no where does the above-quoted paragraph disclose “*with all the content related to the geographic terrain.*” Even if a user may select a “regional” television guide, no where does *Schein* disclose that all the content in that regional television guide is “*related to the geographic terrain,*” as the independent claims recite.

Schein, then, cannot anticipate claims 1-25, 27-29, and 44-48. No where does *Schein* disclose a “*bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain,*” as recited in independent claims 1, 11, 19, 22, 27, and 44. Because the patent to *Schein et al.* is completely silent to at least these features, *Schein* cannot anticipate claims 1-25, 27-29, and 44-48. The Appellant thus requests removal of the § 102 (b) rejection of claims 1-25, 27-29, and 44-48.

3. Because *Schein* Does Not Disclose A “Distinguishable Physical Feature,” *Schein* Cannot Anticipate Claims 11-18 & 44-48

Schein does not anticipate independent claims 11 and 44. These claims recite features that are not disclosed by *Schein*. Independent claims 11 and 44 each recite receiving or creating “*content related to a specific type of geographic terrain having a distinguishable physical feature.*” No where does *Schein* make such a disclosure. Even *Schein* discloses a “regional” television guide, no where does *Schein* disclose that all the content in that regional television guide is “*related to a specific type of geographic terrain having a distinguishable physical feature.*” Because the patent to *Schein et al.* is completely silent to at least these features, *Schein* cannot anticipate independent claims 11 and 44. The Appellant thus requests removal of the § 102 (b) rejection of claims 11-18 and 44-48.

4. Because *Schein* Fails to Teach or Suggest All the Features of Claim 26, the § 103 (a) Rejection is Improper

Claim 26 was rejected under 35 U.S.C. § 103 (a) as being unpatentable over *Schein*. Claim 26, however, ultimately depends from independent claim 22 and, thus, incorporates the same distinguishing features. Independent claim 22, for example, recites “*the channel producer aggregating the content into a bundle of content having a full schedule of programming, the bundle of content having diverse subject matter, yet all the content related to the geographic terrain*” (emphasis added). Because *Schein* is entirely silent to at least this feature, one of ordinary skill in the art would not think that independent claim 22, or dependent claim 26, was

obvious. The *prima facie* case for obviousness must fail, so the Appellant respectfully requests removal of the § 103 (a) rejection of claim 26.

5. Because No Reasonable Expectation of Success was Cited, the § 103 (a) *Prima Facie* Case for Obviousness is Improper

The Examiner's *prima facie* case for obviousness is defective. The Examiner's *prima facie* case for obviousness must include "a reasonable expectation of success." DEPARTMENT OF COMMERCE, MANUAL OF PATENT EXAMINING PROCEDURE, § 2143 (orig. 8th Edition). Here, however, the Examiner's *prima facie* case wholly fails to include any expectation of success. The Examiner, then, has failed to carry the burden, so the *prima facie* case for obviousness must fail. The Appellant thus respectfully asserts that the § 103 (a) rejection of claim 26 should be removed on appeal.

CONCLUSION

In view of the foregoing reasons, the Appellant respectfully requests reversal of the § 102 (b) rejection of claims 1-25, 27-29, and 44-48. The Appellant also requests removal of the § 103 (a) rejection of claim 26.

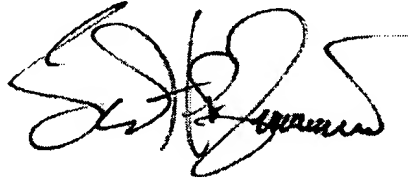
AUTHORIZATION FOR PAYMENT OF FEES

If there are any other fees due in connection with the filing of this brief in support of appeal, please charge the fees to the credit card identified in the Credit Card Payment Form submitted herewith. If any additional fees are required, such as a fee for an extension of time under 37 C.F.R. § 1.136, such extension of time is requested and the fee should also be charged to the credit card on file.

U.S. Application No. 09/884,131 Examiner LAYE, Art Unit 2617
Appellant's Brief in Support of Appeal

If any issues remain outstanding, the Office is requested to contact the undersigned at
(919) 387-6907 or scott@wzpatents.com.

Respectfully submitted,

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Scott P. Zimmerman
Attorney for the Assignee/Appellant
Reg. No. 41,390

CLAIMS APPENDIX

U.S. Patent Application No. 09/884,131 Pending Claims

1. A system for delivering media content comprising:
 - (a) a producer producing content related to a specific type of geographic terrain; and
 - (b) a channel producer that receives the content, aggregates the content into a bundle of content, and transmits the bundle of content within and outside of the specific type of geographic terrain, the bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain.
2. The system of claim 1, further comprising a media provider in communication with the channel producer, wherein the channel producer transmits the bundle of content within and outside of the specific type of geographic terrain by transmitting the bundle of content to the media provider.
3. The system of claim 2, wherein the media provider is one of a cable television operator, a satellite television operator, a multiple system operator, and a television network having a group of local television station affiliates.
4. The system of claim 2, wherein the media provider distributes the bundle of content to a national audience.
5. The system of claim 1, wherein the channel producer is one of an over-the-air broadcast network, a cable network, an internet service provider, a website, and a television network.

6. The system of claim 1, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
7. The system of claim 1, wherein the channel producer produces additional programs related to the specific type of geographic terrain and includes the additional programs in the bundle of content.
8. The system of claim 1, wherein the content is audio content and the channel producer is one of a radio station, a website, and a network of radio stations.
9. The system of claim 1, wherein the content is audio content and video content, and the channel producer is one of an over-the-air broadcast television network, a satellite network, a website, an internet service provider, and a cable network.
10. The system of claim 1, wherein the content is audio content, video content, and data content, and the channel producer is at least one of a computer network content provider, a website, and an internet service provider.
11. A method for delivering media content comprising the steps of:

receiving content related to a specific type of geographic terrain having a distinguishable physical feature;

aggregating the content into a bundle of content, the bundle of content having a full schedule of programming, the content having diverse subject matter with all the content related to the geographic terrain; and

transmitting the bundle of content to an audience within and outside of the specific type of geographic terrain.

12. The method of claim 11, wherein the content is at least one of audio content, video content, and data.
13. The method of claim 11, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
14. The method of claim 11, wherein the step of transmitting the bundle of content comprises broadcasting audio content using one of a radio station, the internet, a website, and a network of radio stations.
15. The method of claim 11, wherein the step of transmitting the bundle of content comprises broadcasting audio content and video content using one of an over-the-air broadcast television, a satellite network, the internet, and a cable network.
16. The method of claim 11, wherein the step of transmitting the bundle of content comprises delivering audio content and video content from a cable network to one of a cable television operator, a satellite television operator, the internet, and a multiple system operator, and

 wherein the one of the cable television operator, the satellite television operator, the internet, and the multiple system operator broadcasts the audio content and the video content.
17. The method of claim 11, wherein the step of transmitting the bundle of content comprises transmitting audio content, video content, and data using a computer network content provider, a website, and the internet.
18. The system of claim 11, wherein the bundle of content only contains content relating to the distinguishable physical feature.

19. A system for delivering media content comprising:

(a) a channel producer receiving content related to a specific type of geographic terrain; and

(b) the channel producer aggregating the content into a bundle of content and transmitting the bundle of content within and outside of the specific type of geographic terrain, wherein the bundle of content presents a full schedule of programming having diverse subject matter, with all the content related to the geographic terrain.

20. The system of claim 19, wherein the channel producer transmits the bundle of content within and outside of the specific type of geographic terrain by delivering the bundle of content to a media provider for bundling with other content into a package of channels.

21. The system of claim 19, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.

22. A system for delivering media content comprising:

(a) a producer located in coastal terrain and creating content related to the coastal terrain;

(b) a channel producer in communication with the producer and receiving the content, the channel producer aggregating the content into a bundle of content having a full schedule of programming, the bundle of content having diverse subject matter, yet all the content related to the geographic terrain; and

(c) a media provider in communication with the channel producer and receiving the bundle of content, and the media provider transmitting the bundle of content within and outside of the coastal terrain.

23. The system of claim 22, wherein the channel producer is one of an over-the-air broadcast network, a cable network, a website, and internet service provider, and a television network.
24. The system of claim 22, wherein the media provider is one of a cable television operator, a satellite television operator, a multiple system operator, a website, an internet service provider, and a television network having a group of local television station affiliates.
25. The system of claim 22, wherein the coastal terrain comprises at least one of seashores, shorelines, waterways, lakes, rivers, and bays.
26. The system of claim 22, wherein the content related to the coastal terrain comprises at least one of a marine news program, a coastal history program, a coastal real estate program, and a coastal seafood program.
27. A system for delivering media content over a global computer network comprising:
 - (a) a computer network content provider receiving content related to a specific type of geographic terrain; and
 - (b) the computer network content provider aggregating the content into a bundle of content and transmitting bundle of content within and outside of the specific type of geographic terrain, the bundle of content having a full schedule of programming with diverse subject matter, yet all the content related to the geographic terrain.
28. The system of claim 27, wherein computer network content provider is a web site.
29. The system of claim 27, wherein the computer network content provider distributes the bundle of content via a computer network.
30. (Withdrawn)

- 31. (Withdrawn)
- 32. (Withdrawn)
- 33. (Withdrawn)
- 34. (Withdrawn)
- 35. (Withdrawn)
- 36. (Withdrawn)
- 37. (Withdrawn)
- 38. (Withdrawn)
- 39. (Withdrawn)
- 40. (Withdrawn)
- 41. (Withdrawn)
- 42. (Withdrawn)
- 43. (Withdrawn)

- 44. A method for delivering media content to viewers and for interacting with the viewers, wherein the method comprises the steps of:

- creating content related to a specific type of geographic terrain having a distinguishable physical feature;

- aggregating the content into a bundle of content, the bundle of content having a full schedule of programming with diverse subject matter, yet all the content related to the geographic terrain;

- transmitting the bundle of content to the viewers within and outside of the specific type of geographic terrain; and

- receiving communications from the viewers that initiate activities related to the specific type of geographic terrain.

- 45. The method of claim 44, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.

46. The method of claim 44, wherein receiving the communications comprises receiving communications from the viewers through one of a telephone network, a cable network, and a computer network.
47. The method of claim 44, wherein receiving the communications comprises receiving the communications via a web site.
48. The method of claim 44, wherein the activities include one of ordering advertised products; ordering products related to a program being broadcast; requesting and receiving information about a program being broadcast; providing comments, questions, or suggestions regarding a program being broadcast; requesting more programming relating to a program or to a location in the specific type of geographic terrain; providing feedback regarding a program being broadcast; accessing streaming video; and ordering products related to the specific type of geographic terrain.

EVIDENCE APPENDIX

There are no submissions pursuant to 37 CFR § 41.37 (c) (ix) for U.S. Patent Application No. 09/884,131.

RELATED PROCEEDINGS APPENDIX

There are no submissions pursuant to 37 CFR § 41.37 (c) (x) for U.S. Patent Application No. 09/884,131.